METHOD AND APPARATUS FOR ADJUSTING THE FREQUENCY OF CONTENT UPDATES

BACKGROUND

[0001] Service providers and device manufacturers (e.g., wireless, cellular, etc.) are continually challenged to deliver value and convenience to consumers by, for example, providing compelling network services. One area of interest has been the development of sharing content and communication via emails, applications, social networks. The content may take the form of updates or include updates, all of which may be of interest to a particular user. For example, users often share content items via social networks and enjoy observing whether the content items are well-received and/or interesting to other users, for instance, users within a social network. Some users update often, while other users update infrequently. Devices, services, and/or applications are often set to present content at set times. For instance, update cycles may be 15 minutes or 30 minutes where updates are collected and then presented in one installment at each of these time intervals. The updates occur based on the time interval, whether the updates are few or many and whether or not the updates are meaningful to a specific user. Therefore, content providers face challenges in offering content updates that are relevant to users, both in timing and in substance.

SOME EXAMPLE EMBODIMENTS

[0002] Therefore, there is a need for an approach for adjusting the frequency at which a user receives updates.

[0003] According to one embodiment, a method comprises causing, at least in part, an initiation of at least one content update request based, at least in part, on a first update frequency. The method also comprises determining at least one result of the at least one content update request. The method further comprises causing, at least in part, an adjustment of the first update frequency to a second update frequency based, at least in part, on the at least one result.

[0004] According to another embodiment, an apparatus comprises at least one processor, and at least one memory including computer program code for one or more computer programs, the at least one memory and the computer program code configured to, with the at least one processor, cause, at least in part, the apparatus to cause, at least in part, an initiation of at least one content update request based, at least in part, on a first update frequency. The apparatus is also caused to determine at least one result of the at least one content update request. The apparatus is further caused to cause, at least in part, an adjustment of the first update frequency to a second update frequency based, at least in part, on the at least one result.

[0005] According to another embodiment, a computer-readable storage medium carries one or more sequences of one or more instructions which, when executed by one or more processors, cause, at least in part, an apparatus to cause, at least in part, an initiation of at least one content update request based, at least in part, on a first update frequency. The apparatus is also caused to cause, at least in part, an initiation of at least one content update request based, at least in part, on a first update frequency. The apparatus is further caused to cause, at least in part, an adjustment of the first update frequency to a second update frequency based, at least in part, on the at least one result.

[0006] According to another embodiment, an apparatus comprises means for causing, at least in part, an initiation of at least one content update request based, at least in part, on a first update frequency. The apparatus also comprises means for determining at least one result of the at least one content update request. The apparatus further comprises means for causing, at least in part, an adjustment of the first update frequency to a second update frequency based, at least in part, on the at least one result.

[0007] In addition, for various example embodiments of the invention, the following is applicable: a method comprising facilitating a processing of and/or processing (1) data and/or (2) information and/or (3) at least one signal, the (1) data and/or (2) information and/or (3) at least one signal based, at least in part, on (or derived at least in part from) any one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0008] For various example embodiments of the invention, the following is also applicable: a method comprising facilitating access to at least one interface configured to allow access to at least one service, the at least one service configured to perform any one or any combination of network or service provider methods (or processes) disclosed in this application.

[0009] For various example embodiments of the invention, the following is also applicable: a method comprising facilitating creating and/or facilitating modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based, at least in part, on data and/or information resulting from one or any combination of methods or processes disclosed in this application as relevant to any embodiment of the invention, and/or at least one signal resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0010] For various example embodiments of the invention, the following is also applicable: a method comprising creating and/or modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based at least in part on data and/or information resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention, and/or at least one signal resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

[0011] In various example embodiments, the methods (or processes) can be accomplished on the service provider side or on the mobile device side or in any shared way between service provider and mobile device with actions being performed on both sides.

[0012] For various example embodiments, the following is applicable: An apparatus comprising means for performing the method of any of originally filed claims **1-10**, **21-30**, and **46-48**.

[0013] Still other aspects, features, and advantages of the invention are readily apparent from the following detailed description, simply by illustrating a number of particular embodiments and implementations, including the best mode contemplated for carrying out the invention. The invention is also capable of other and different embodiments, and its